

Soteria Business Plan: Web Search Engine Zinnias

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Soteria

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Executive Summary

Soteria is a startup company that plans to launch the search engine, Zinnias. The purpose of this search engine is to connect domestic violence survivors to a multitude of helpful resources. It will equip them with the tools to escape an abusive partner and survive on their own after leaving. Soteria also intends to protect its clients by adding features that will allow them to mask their actions.

Opportunity

Domestic violence (DV), describes the use of physical or sexual abuse on a partner or spouse. It is often accompanied by mental, emotional, and financial abuse, and is used as a tool to control the other individual. Due to the COVID-19 pandemic, domestic abuse has been on the rise, since many people were forced to remain at home. Now more than ever, survivors need a way to discreetly access resources that can help their plight.

Company Description

Soteria is a partnership aimed at assisting domestic violence survivors with getting back on their feet as well as preventing future cases of abuse. Domestic violence has been a persistent issue in the United States and although much has been done to lower the frequency of occurrences, there has been an increase in cases, especially due to the COVID-19 pandemic.

Business Details

The company is owned through a partnership between Linda Fong, Joslyn Randazzo, and Lola Jean Baptiste. Each one of the owners serves a key role in the success of Soteria. Fong's meticulousness and her impeccable tastes make her a great asset to the company. With these traits, she can effectively serve as writer and editor of Zinnias. She would work to ensure the wording and formatting of the website are up to standards. Randazzo's analytical thinking, prowess with numbers and calculation, as well as her proficiency in coding makes her extremely valuable. Her skill set would serve best as the

company's web developer and program the search engine. Jean Baptiste's creativity, methodical and prior experience in marketing makes her an essential member of Soteria. She would be the marketing manager, meaning that she will delegate how Zinnias is promoted to clientele.

Soteria has taken the initiative to protect the Zinnias name and logo with trademarks, and establish them as legal representations of the search engine. Because the company is using the Elastic Search application to program the search engine, we decided against using patents or copyrights.

Marketing Factors

Zinnias hold many strengths in the sense that it is user-friendly, tailored to meet the needs of domestic survivors, and allows the user to hide their activity. In addition to this, Soteria's partnerships with shelters as well as resource centers help in promoting the search engine but also in building credibility among users. The company also recognizes that Zinnias still holds many weaknesses. Being in such a niche market, it is severely vulnerable to market changes. Another thing to mention is that, if Zinnias is successful, our search engine will likely gain direct competition.

Zinnias has competitors with other search engines and domestic violence survivor help sites. It must be emphasized, however, that this competition is entirely indirect. As of now, Google, Bing, and Yahoo are the top 3 most popular search engines in the United States and are, therefore, targeted to a much larger audience than Zinnias is. On the other hand, domestic violence help sites provide a very limited amount of information, some only giving shelter names. Two of Soteria's main competitors in this market would be My Florida Families and Domestic Shelter.

Finances

The expected costs for Soteria's first three months of operation are \$14,590.80. The company would anticipate taking out a loan of \$14,600.00 which we could very effectively payback within the first year since our expected revenues are greater than the anticipated costs. Enough that Soteria would be making a profit of \$6,885.35 in the first year alone. This is largely due to the small staff size and three

avenues of income from our search engine, Zinnias. In the fifth year of Zinnias' operation, Soteria anticipates a profit increase of 44% as the search engine grows the number of web pages from 16 to 23 and we project an additional 3,000 users. These expected web pages include an event calendar and a common question section which makes it easier for users to engage with their local Central Orlando community and learn what other users commonly ask. Additionally, in adding an event calendar to the website Soteria is more likely to draw in new users as they search for events near them (Amos).

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Mission Statement

Our mission is to help domestic violence survivors become independent to prevent further cases of violence. We will serve as a connecting agent for clients to receive any resources they need to reach their financial, emotional, and physical goals.

Short-term Goals

Within the first year, we hope to profit by \$6,885.35. Soteria plans on taking out a \$14,600.00 loan that we believe to be paid back within the first year as well. In terms of clientele, the company wants to reach out to Orange County residents in Florida, totaling a population of 10,515.

Long-term Goals

Within the first five years of Zinnia's launch, Soteria wants to see an increase in revenue of at least 15% or more, wants to gain 13,434 more customers, and develops the personal indexing system. In addition to this, Soteria also plans to launch a Tech Haven within the Orlando area, fifteen to twenty years after the launch of Zinnias.

Financial Goals

Soteria plans to be entirely self-sustaining without using grants or donations from users or partners. To do this Soteria wants to divide out its means of generating revenue into three different areas, offering advertisement spaces, an online store, and a job board.

Soteria wants to see an increase in revenue of at least 15% or more every five years to show continual growth. As revenue increases, Soteria can expand Zinnias' size and make many quality-of-life improvements.

Market Research and Analysis

Industry Profile

Our target industry is Internet Publishing and Broadcasting and Web Search Portals. This industry falls under the umbrella category of Information. Information, as a market, engages with many steps related to transferring, providing, purchasing, selling, and/or distributing information. These can take digital or material forms, which further expands the scope of the market. However, as our target industry is more closely related to sharing information over the internet, we will direct our focus towards the digital sector of the Information market. Companies adjacent to our own are listed as “news syndicates, libraries, archives, exclusive Internet publishing and/or broadcasting, and Web Search Portals” (NAICS Code).

Size and Growth of the Market

The current market size of the search engine industry is \$181.8 billion as of 2021. This market is additionally expected to grow by 10.8% this year alone (IBISWorld). Compared to other industries in the Information sector, search engines have been the most rapidly increasing out of the total sector. This makes the industry, as a whole, a highly viable industry to step into, especially as it continues to grow. The lack of targeted demographics provides Soteria an opportunity to fulfill that niche and give domestic violence survivors a safe and inclusive place to go.

To better anticipate the number of customers expected to use our search engine, we can account for the current age range for males and females from 18 to 24. During this time in life, individuals are transitioning into adulthood, which is often when financial, emotional, and mental independence are gained. Therefore, it is the best age range to target for the prevention of domestic violence. There are 10,515 potential customers in the central Orlando area of Florida who fall within the age range of 18 to 24 this year, 2021. In the next five years, that number increases to 13,434 individuals. In the next ten years, this number is expected to increase to 13,711 individuals. Additionally, this value could increase as we expand our business to more areas in Central Orlando (Census Reporter).

Industry Trends

The average industry growth of search engines from 2016 to the current day has been 11.1%. Much of this expansion has been owed to the continual use of the internet and refinement of advertising methods. However, due most recently to the COVID-19 pandemic, advertising has dropped by 20.3% in 2020. Fortunately, advertising is expected to rise even further beyond its pre-COVID-19 size in the next five years.

Profit Potential

With the current industry of search engines, the broad and general providers like Google, Bing, and Baidu, all have very competitive positions, and Google has a definite monopoly of the industry with a worldwide market share of an estimated 92.2% (Search Engine). However, no other search engine currently exists for the demographic of domestic violence survivors. There are close competitors in DuckDuckGo and Startpage. Both of these prioritize the privacy of their users, but they do not have some protections that make it easy for survivors to exit the browser quickly or disguise what they were doing with another activity. Since these browsers do not have history stored, it can be even more suspicious if an abuser is aware that the survivor was using a computer, and they do not find anything in their search history.

Where Zinnias differs is that they can offer the option to implement a false history of websites that would be suited to that individual survivor, considering the user's personality and interests. This, in combination with the direct focus on connecting survivors with shelters, hotlines, and information, presents Soteria with a unique role in the industry, making the search engine a desirable advertising opportunity for these support services. Therefore, profit would be drawn in from the partnerships we form with the many domestic violence resources in the local community.

Market Segmentation

In Orange County alone, there have been 8,168 reported cases of domestic violence in 2019, according to the Florida Department of Law Enforcement. Because 40% of cases go unreported, there are likely over 11,000 cases per year (Spectrum News). While the market is mostly made up of women, men still make a substantial portion of survivors. Generally, young adults ranging from ages 18 to 24 are affected the most, due to their lack of relationship experience. As these individuals age, their likelihood of being in an abusive relationship dwindles but doesn't entirely disappear. Another thing to mention is that at-risk individuals mostly come from low-income households and generally come from situations in which they don't have control of their finances.

Due to the demographics of the target audience, a solution involving the internet would be the most applicable option. According to the Pew Research Center, 99% of 18 to 29-year-olds utilize the internet. This means that, regardless of income level, a substantial part of Soteria's market would still have access to the search engine.

With that being said, it must be stressed that most of Soteria's target audience is more than likely to use cell phones as their primary source of access to the internet. Because of this, the search engine must be compatible with phones but also tablets since a substantial portion of the market relies on them. However, it can be observed that most survivors don't have access to a computer, making it harder for them to seek out employment as the world becomes more digitized.

With the decline of libraries, domestic violence survivors need a place to safely access computers (Lynch). With these factors in mind, Soteria plans on launching a Tech Haven, in fifteen to twenty years following the launch of the search engine.

Device Owners by Demographics					
Percent of Cell Phone Owners By Demographic		Percent of Tablet Owners By Demographic		Percent of Laptop/ Desktop Users By Demographic	
Age		Age		Age	
18-29	98%	18-29	50%	18-29	18%
Sex		Sex		Sex	
Male	92%	Male	43%	Male	15%
Female	92%	Female	47%	Female	22%
Income		Income		Income	
Less than \$30,000	86%	Less than \$30,000	28%	Less than \$30,000	14%
\$30,000 to \$49,999	94%	\$30,000 to \$49,999	44%	\$30,000 to \$49,999	16%
\$50,000 to \$74,999	91%	\$50,000 to \$74,999	51%	\$50,000 to \$74,999	22%
\$75,000 and up	98%	\$75,000 and up	67%	\$75,000 and up	27%
Education		Education		Education	
Less than high school	86%	Less than high school	19%	Less than high school	4%
high school	90%	high school	35%	high school	13%
College	93%	College	49%	College	24%
Community Type		Community Type		Community Type	
Urban	94%	Urban	42%	Urban	20%
Rural	92%	Rural	50%	Rural	18%
Suburban	87%	Suburban	37%	Suburban	19%

(Anderson 2015)

Market Need (Identify the problem)

Many domestic violence survivors struggle to adjust to life after withdrawing themselves from their previous environment. In the United States, approximately half of the homeless women and

children are escaping from a home involving domestic violence (Beacon of Hope). This stems from the fact that many victims experienced financial abuse which means that they were either prevented from getting a job or from managing their finances. As a result, many survivors often have to return to their abuser. 4 out of every 5 domestic violence survivors have left their abusive households at least once, and 1 out of every 5 have left at least 10 times (Anderson 2018). With domestic violence being the leading cause of injury and illness among women, it is crucial that at-risk individuals can find the help they need (A Safe Place). Zinnias will not only act as a way to help survivors escape from their situation but also act as a resource for those who have left. The search engine intends to connect survivors with a multitude of different shelters, programs, and information targeted towards individuals who couldn't manage their finances.

Competition

While Soteria recognizes that there are a variety of both search engines and domestic violence assistance websites, very few come close when it comes to what is offered on our platform. The majority of search engines are geared towards a much wider audience, making it harder for many survivors to find information that is purely meant to assist people in a situation similar to their own. Moreover, the websites that are geared toward domestic violence survivors only provide information on available shelters.

Soteria provides a search engine tailored to the many needs of survivors who have already escaped or are in the process of leaving their situation. Zinnias give users the ability to quickly exit to a page of their choosing, and disguise their search history rather than simply removing it. These features provide a layer of protection for survivors who are still residing with the abuser.

Competitor Comparison:

- DuckDuckGo: Provides incognito browsing, which protects the privacy of the user. Zinnias on the other hand allow the user to disguise their search history, thus reducing the suspicion of the abuser.
- Domestic Shelters: Gives users a list of potential shelters in their area. Unlike Zinnias, it fails to provide them with other resources that would be beneficial to domestic violence survivors.
- My Florida Families: Offers a list of potential domestic violence shelters in Florida, as well as an escape button that takes them to the weather website. Zinnias, however, accommodates a wider variety of needs and allows users to disguise their history.

SWOT Analysis

STRENGTHS

Working to prevent domestic violence and help survivors

Easy to access
Incognito and easily disguised

Lots of connections and resources

Creates a strong sense of community by connecting survivors with relevant organizations and other resources

User-friendly interface

OPPORTUNITIES

Specifically

Online workplace growing

Potential to increase connections to a larger internet audience

Increase in DV cases

COVID raised the



WEAKNESSES

Niche market

Lack of investors

The young audience may not seek help due to stigma

Risk of hacking and/or abusers finding the search engine

Some don't have

THREATS

Competition with search engines like DuckDuckGo and Startpage

Competition with shelter resources like My Florida Family, Domestic Shelters, North Carolina Domestic Violence Shelter

Organization and Management

Legal Form of Organization

Soteria's business is a partnership and, specifically, a sole proprietorship meant to tackle the issue of domestic violence. Most of the current solutions are shelters and nonprofit organizations that largely rely on government grants. Soteria differs in that it will be self-sustainable. Because it draws in its profit, the business will be more resistant to changes in the market and is less likely to fall from lack of funds. This for-profit organization more broadly impacts the economy as well, since it will not increase government spending in the industry. Additionally, Zinnias will serve as a connecting platform which decreases its liability to clients.

Mission

Our mission is to connect domestic violence survivors to the appropriate resources, whether that is shelters or online learning courses, so that they may live independently from their abuser. Not only does this allow the client to assimilate back into the real world, but it decreases the chances of them falling back into the cycle of violence.

Management Plan

Soteria will be made up of a small operating team along with the partnerships we will provide for the target audience. There will be three business owners within the company: Linda Fong, Lola Jean Baptiste, and Joslyn Randazzo. We will handle the day-to-day operations of the business and search engine as well as managing the finances, including employee expenses. The typical wage for this position is approximately \$51,373 in Florida ("Business Owner"). On the technology side, we will have to hire a web developer and writer/editor to manage the website. A web developer would maintain the workings of the website, making sure the search engine functions with each unique feature we provide to the clients. This may come as a \$63,497 salary expense per developer we hire, according to Indeed's average for Floridian developers. A writer/editor would help manage the resources and any writing on the

search engine. This would cost around \$53,150 yearly based on the competitive salary for the occupation in our target location (CareerExplorer). And, once Soteria gets off the ground, we may consider hiring an advertising sales representative as well as a marketing manager to manage the marketing side of the business. The advertising sales representative would be around \$59,241 in Florida (“Advertising Sales”). Meanwhile, a marketing manager has an average salary of \$55,040 in the state (Indeed). Therefore, at most, we would be spending \$385,047 on employee wages. However, since we are a start-up company, these expenses will generally come lower. Not only that, but upon launch, the three executives will assume some of the other roles such as the writer/editor and marketing management roles to avoid those additional costs.

Service Plan

Service Purpose

Ultimately, the purpose of this search engine is to provide a medium of connecting domestic violence survivors of all genders, races, and cultures to a variety of services and to connect Soteria to a brick-and-mortar location that will offer physical computers for those who do not currently have a means of accessing them. A large struggle for domestic violence survivors is reaching out to support services. Some fear what response it could incite from their abuser. Some may fear the social stigma of having experienced domestic violence, which is especially common for men (Robinson). Fear is not the only inhibitor these individuals could have either, but Soteria’s key goals are to remove stigma, raise awareness of domestic violence not being unique to straight women, and most importantly, provide survivors with the ability to be independent of their abuser and future partners.

To do this, Soteria plans to use Zinnias to put survivors in contact with support services that can offer classes, resources, and connections. The classes would include financial capability, resume writing, and/or relationship advice. While Soteria would also be personally assisting in technological capability, our technology help guide would allow users to customize some of the many privacy features we offer.

Unique Features

Soteria plans to make interacting and using our website as user-friendly as possible for those who have limited or little familiarity with search engines. For clarity, this feature would provide a small prompt below the search bar stating “Navigation Help” which, when clicked, would bring users to a page of the search engine that would provide basic information on how to use the search feature of the engine, and chatbox, and then directs users to the customizing options of the search engine.

The customizing options of the search engine are planned to provide users with the ability to mask their search history with a false one. This would make it less suspicious to those who look at the user’s search history. In the case that the abuser knew when the user was accessing their device, it wouldn’t be a blank search history but a falsely made one. Additionally, users can customize the quick exit button that we will offer. This way, users can quickly leave the website and, rather than closing out of the website and going to a blank page, users can select the type of page they would like the exit to take them to.

Zinnias will include a chat box feature that allows survivors to choose from various hotlines. This would be a button that is shown on the initial web page of the search engine.

To provide users with a way to purchase goods discreetly as well, Zinnias will have a small store page with a few self-defense items from other organizations alongside medical supplies. The store will serve to host products for other organizations and when something is bought off Zinnias’ store, Soteria gets 10% of the profits. Effectively the search engine is serving as a dropshipping e-commerce website. Dropshipping is a method of selling goods online that does not require the online store to store, ship, or supply products (Nexcess).

Finally, Soteria shall implement a job board that provides users a way to look for professions in local domestic violence organizations. The service will be offered to other organizations as well but

Soteria’s partner organizations in the DV community will be offered spaces first. To get these spaces businesses would pay \$20 to have up to 3 jobs posted for a month.

Expected Product Costs

Our projected cost for the first three months of the search engine is \$14,620.15. This includes one-time fees, salaries, and monthly expenses. A large portion of expenses arises from the pay of employees. Since we would be looking to begin our business we could likely lower the salaries depending on the qualifications and education of whom we employ. Since many of these positions’ hourly income was factored in based on the earnings from someone with a bachelor’s degree there is room to decrease earnings.

For the total year, we anticipate a cost of \$56,830.42 which accounts for start-up costs, salaries, insurance, web hosting service, and domain name purchase. Insurance is separated for each month as well as banking financial fees, and software fees. One-time fees include business registration, business license, trademark, bank account set-up, logo trademark, and one-time advertising. Annual costs are the salary totals and advertising. The costs for a single month of operation are calculated which does include the per month pay each company owner makes.

First Year Product Costs			
License and Permits		Website Related	
Business Registration Fees	\$50.00	Domain Name	\$71.88
Business License	\$60.00	Hosting and Maintenance	\$0.00
Business Name Trademark	\$99.00	Designer	\$0.00
Banking and Financial Fees	\$10.00	SEO Writer	\$0.00
Bank Account Set-Up	\$25.00	Services and Utilities	
Business Credit Card Fees		Recurring Software Fees	\$16.00
Insurance		Memberships	
Business Liability	\$30.00	Chamber of Commerce	\$0.00

Errors and Omissions	\$40.00	Salaries	
Cyber Liability	\$30.00	Advertising Representative	\$0.00
Workers Compensation	\$25.00	Web Developer	\$16,195.00
Graphic Design		Market Manager	\$19,220.00
Logo Design	\$0.00	Writer/Editor	\$18,195.00
Logo Trademark	\$49.00	Other	
		Advertising (Annual)	\$1,924.00
		Advertising (One-Time)	\$129.54

One time Costs	\$412.54
Single Month Costs**	\$4,735.87
Annual Costs	\$54,605.88

First Three Month's Costs	\$14,620.15
Total Year 1 Cost	\$56,830.42

(Thomas)

*Total salaries for the year

**This total of monthly costs factors in each employee’s salaries per month. The monthly cost without employee salaries is \$1,812.00. The annual costs already including the total values listed for each employee and as such the monthly costs

Development Process

The ElasticSearch application is a multipurpose tool that allows for a website to catalog and index its contents. Since Soteria will be utilizing Elastic’s ElasticSearch Enterprise for Zinnia’s initial engine, it will not have as many costs regarding developing the search engine portion of our website. The tool includes a web crawler that goes through websites and picks up keywords that are used to indicate when a site or webpage might have what a user is looking for. To begin utilizing the web crawler and the keywords it gathers, we must first have a means of organizing said words. We will do this through an index.

The index will be sorted by resource type falling under 5 main categories: financial, employment, health and safety, counseling, and technology. Under these will be keywords and phrases to sort information based on what the web crawlers get from the websites that wish to be displayed in our search engine. The more keywords that are related to these different sections, the more likely they are to appear towards the top of the list (M). By organizing the engine in this hierarchical way, it makes it easier to then have information that is closely related through its terminology appear in the same search results. Elastic, in addition to its Elasticsearch tool, also offers an index creation service which will make the process of making our index more user-friendly and doable regardless of the coding experience our employees have (Elastic).

Having developed the search engine portion of Zinnias, Soteria has utilized Hostingers service to create and house the website. The Hostinger Business WordPress deal offers its buyers a domain name, unlimited databases, multiple data centers, and unlimited bandwidth. All of which will be highly beneficial as the company continues its expansion. The web developer, market manager, and writer/editor will implement the website design and writing. Since Soteria has access to WordPress, we can use it effectively to customize and design our website. The website will likely require plugins for our chatbox if our team is unable to develop our own with enough security.

Additionally, a few key features to develop include a store interface where Zinnias will serve as a

Future Development

To improve the search engine, we plan to use the first five years to focus on developing our indexing system and increasing the size of our customer base by contacting local non-profits in the area and through social media advertising. In the third year, we plan to add a message board to Zinnias that will function as a Frequently Asked Questions page run by the web developer and writer/editor. The page would include what questions are most commonly asked by users relating to domestic violence, financial independence, and technology capability.

Additionally, by the end of our fifth year, we plan to incorporate a calendar of community events in the local area for individuals to reach out to or visit. These events would mainly be from local organizations that are involved in helping DV survivors, but we also intend to include food drives, fundraisers, or parades for support. This calendar would be a button icon in the bottom left of the search engine and users can have a small notification appear beside it if they opt in to do so.

By the tenth year of Zinnias' operation, Soteria plans to allow for even more customization for mobile devices to change the icon of the site so users can more easily hide or disguise the site on their mobile device. To make it easier for partners to join, Zinnias would gain two new web pages which provide a list of the search engine's current partners and another offering organizations to submit a form to the site. Until the tenth year, Soteria's partnerships are done directly to improve the relationships had with the community but, by the tenth year, Soteria has gained local support and a user base to sustain new partners.

Marketing and Sales Plan

Market Penetration Strategies

Target Segment

Soteria plans to infiltrate the search engine industry by specifically targeting domestic violence survivors in the Orlando area. Our model provides results that are genuinely relevant to survivors who are still in their situation or those who have recently left and need guidance regarding how to survive on their own. These results include available domestic violence shelters and programs, tips on financial capability, building employability skills, and improvising domestic skills.

Product Individuality

In addition to this, Soteria incorporates some unique features that are not generally not seen in current search engines. To provide users with a layer of protection, the search engine provides them with the option to customize their escape button as well as disguise their search history using websites

chosen by them. Soteria also plans on providing a chatbox giving users access to a variety of domestic violence hotlines.

Partnerships

For the benefit of Soteria's clientele, the company plans to establish partnerships with Safe Haven, The Coalition for the Homeless, Orlando Union Rescue, and the Women's Resource Center. The company intends to develop these alliances to ensure that our clients have access to relevant resources. It must be emphasized that the number of partnerships is expected to grow, as the search engine becomes increasingly popular.

Safe Haven is a domestic violence shelter that acts to serve individuals who have been abused by a spouse. They work to provide the necessary assistance to people regardless of their demographic, albeit gender, religion, race age, or marital status. Because Safe Haven has connections with a diverse array of survivors, a partnership with them would mean that Soteria would have many both within and outside of the target market.

Terms of Partnership:

- Both organizations agree to actively promote one another using their respective platforms (i.e. Soteria agrees to publish Safe Haven's web banners on Zinnias. Safe Haven agrees to inform their clients about Soteria, and market Soteria on their website and all their social media pages)
- Safe Haven will be one of the shelters that will manage the chatbox on the Soteria homepage
- Soteria agrees that Safe Haven is provided as a top result in response to relevant keywords
- Both parties are both given the right to regularly inspect the quality of service the other provides

- Each party reserves the right to nullify the partnership at any given point in time

Orlando Union Rescue Mission is a homeless shelter that works to give individuals in the community shelter and food. The organization prides itself on its ability to help impoverished young children. Forming a partnership with this organization would allow Soteria to mitigate the number of domestic violence cases seen in future generations. Homeless children are vulnerable to domestic abuse when they grow up mostly due to a lack of resources. An alliance between Soteria and the Orlando Rescue Mission would be of great benefit to the people they help.

Terms of Partnership:

- Both parties agree to promote one another through their respective platforms (ie. Word of mouth, website, web banners, and social media)
- The Coalition for the Homeless and Soteria are both given the right to regularly the quality of service the other party provides
- Each party reserves the right to nullify the partnership at any given point in time

The Coalition for the Homeless accommodates those in need, with a place for shelter, and nourishments. With half of the homeless women, being survivors fleeing an abusive spouse, a substantial part of this organization's market is likely to benefit from the company's search engine.

Terms of Partnership:

- The Coalition for the Homeless agrees to promote Soteria to their clients. This includes but is not limited to, social media, ticket stubs, word of mouth, and through their website.
- Soteria agrees to connect the Coalition for the Homeless with any potential partners
- Both parties are both given the right to regularly inspect the quality of service the other provides
- Each party reserves the right to nullify the partnership at any given point in time

The Women's Resource Center works to arm women, as well as some men with the life, career, and financial skills they need to succeed. This falls in line with the goals of Soteria, making them a valuable partner.

Terms of Partnership:

- Both parties agree to promote one another through their respective platforms (ie. Word of mouth, websites, web banners, and social media)
- Soteria plans to promote Women's Resource Center through search engine optimization
- Both parties are both given the right to regularly inspect the quality of service the other provides
- Each party reserves the right to nullify the partnership at any given point in time

While Soteria plans on launching Zinnias with only 4 partnerships, the marketing team plans to gain two additional partnerships with Resource centers by the 5th year.

Potential Product Launches

With the fall of libraries, communal computers are becoming less accessible. Because of this, domestic violence survivors are likely to experience difficulties finding a job, as the world becomes more digital. Knowing this, Soteria intends to create a Tech Haven fifteen to twenty years after the launch of the search engine. While it would be marketed as a place to provide technological resources to low-income Orlando residents, it is intended that the main benefactors would be domestic violence survivors. With 50% of homeless being domestic violence escapees, it is fundamental that survivors are connected with resources to get access to help. To accommodate our survivor market, Soteria plans on partnering with local police stations to provide security and private rooms specifically reserved for those fleeing domestic violence situations. Seeing that many abuse victims are homeless and may have trouble seeking employment, the company plans to offer professional attire that can be rented at an affordable price for any interviewees.

Advertising & Promotional Strategies

Social Media

Considering that Soteria intends to target young adults, social media is a practical method of promotion. According to Tankovska, 90% of U.S. adults ranging from ages 18 to 29 are active on social media as of 2019. In addition to this, 97% of American teens use some kind of social media, and 45% of them use it obsessively (Mayo). Based on this information, we can ensure that social media would be a reliable form of advertisement. With Zinnias' first launch, Soteria plans to advertise using Instagram, Youtube, and Facebook. Because of Instagram's and Youtube's popularity among teens and young adults, they are viable resources that can be used long-term. As of 2021, 78% of teens and 71% of young adults ages 18 to 29 use Instagram (Statista). Taking advantage of this, Soteria plans to build a channel centered on our search engine, but also the different programs available that can be utilized by domestic violence survivors. To assemble and maintain a steady following, the marketing team intends to post 1 to 2 times per day. Like Instagram, Youtube boasts a large number of users. According to Tankovska, 77% of people in the U.S. between the ages of 15 and 25 use the platform. Youtube, being a video streaming platform, on the other hand, makes it more efficient to pay for advertisements rather than maintain a page. When Soteria first launches, the annual advertising budget for youtube will be \$438, however with profit growth, more funds can be allocated. Facebook, unlike the other two platforms, has been declining in popularity among teenagers in recent years. A 20% percent decrease in the platform's usage has been observed from 2014 to 2018 (Anderson 2018). However, it still receives a lot of traffic and is advantageous in the sense that it allows us to target niche groups. Even so, it is highly plausible that Soteria may only utilize this platform for a couple of years.

Floral Messages

To promote the engine Zinnias, Soteria plans to take advantage of the partnerships with The Coalition for the Homeless, Safe Haven, and the Orlando Union Rescue Mission. The company has

decided to place 2 zinnia bouquets in each of the shelters. The bouquets are to be placed in custom-made vases that read, "Take a Flower." Each of the flowers within the bouquet has a paper note with the Zinnias web address. When Zinnias first launches, each bouquet will have 12 flowers that are replaced monthly. Depending on profitability, during the first 5 years of operation, the flowers may be replaced more frequently.

Zinnias Logo



Financial Projections

According to the expected production costs and additional information regarding salaries, licenses, and other services, the total costs for the first year of the opening should be \$56,830.42. About 94% of these costs arise out of employee salaries since most other costs are related to hosting the website, monthly insurance, and banking fees. We do not anticipate increasing our staff size in the first 10 years, so any increases in costs from the first year to the fifth year will likely be to insurance and gradually increase employees’ salaries. Based on the combined revenue from our store platform, job board, and advertisements we in the first year expect to draw in around \$63,715.77 which leaves Soteria with a profit total of \$6,885.35. In the fifth year, Soteria anticipates a 44% increase in profits from the first year to the fifth year largely due to the increase in Central Orlando’s population of 18 to 24-year-olds. This increase is also attributed to the large expansion of Zinnias’ site map to include a total of 23 web pages compared to the first year’s 16 pages. Into the tenth year, Soteria expects a 58% increase in profits as Zinnias’ demographic grows and the number of web pages increases to 27.

Annual Profits		Total Revenue	Total Costs	Total Profits
First Year				
Advertisements	\$5,298.48	\$63,715.77	\$56,830.42	\$6,885.35
Shop	\$52,417.29			
Job Board	\$6,000.00			
Fifth Year				
Advertisements	\$12,408.49	\$75,301.04	\$59,686.00	\$15,615.04
Shop	\$56,892.55			
Job Board	\$6,000.00			
Tenth Year				
Advertisements	\$17,333.76	\$91,683.11	\$64,817.88	\$26,865.23
Shop	\$68,349.35			
Job Board	\$6,000.00			

Monthly Profits		Total Revenue	Total Costs	Total Profits
First Year				
Advertisements	\$441.54	\$5,309.65	\$4,735.87	\$573.78
Shop	\$4,368.11			
Job Board	\$500.00			
Fifth Year				
Advertisements	\$1,034.04	\$6,275.12	\$4,973.83	\$1,301.29
Shop	\$4,741.08			
Job Board	\$500.00			
Tenth Year				
Advertisements	\$1,444.48	\$7,640.26	\$5,401.49	\$2,238.77
Shop	\$5,695.78			
Job Board	\$500.00			

Financial Requests

The expected costs for the first three months of operating, including one-time costs, are \$14,620.15. Since we are expecting to draw in a profit each month including our expenditures we should be able to pay off our loan within the first year of getting it since we are making enough revenue to cover the costs of the first three months and the remaining nine. Largely these costs are so low due to the small staff of Soteria’s owners and the low salaries earned during the first year. These salaries are increased throughout Soteria’s lifetime gradually to avoid straining the company’s profits during its early years.

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